

An Insight Into The World of

# Website Design & Development

[www.webguru-india.com](http://www.webguru-india.com)

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# INTRODUCTION

In today's digitally driven world, a website is the online address where your existing as well as potential customers can reach you and know about your products or services. However, the multitude of benefits that you intend to derive from your website is only possible if it reflects the latest trends and embodies the best of aesthetics, functionalities and security features. Only a well meaning website can help you reach your organizational goals and expand your sales funnel.

The Ebook is a compendium of blogs and articles related to the subject of web design and development. It gives you an insight into the fascinating world of the internet, eCommerce, and the latest trends and frameworks in web design & development. We hope the articles will enrich your understanding of the world of web design and development thanks to their readability, lucidity, and relevance.

## Acknowledgement

The Ebook is a result of the persistence and foresightedness of a few individuals. Webguru would like to thank the below mentioned individuals for bringing the Ebook to fruition.



**Priyanka Agarwal**  
Coordinator

For conceptualizing the Ebook and guiding the team in preparing it.



**Debasis Das**  
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For creating the eye catching designs and layout.



**Anabik Chakraborty**  
Content Writer

For writing the blogs/articles.

# About Webguru

Webguru Infosystems is an ISO 9001:2015 certified futuristic technology firm that provides cutting edge and cost effective 360° digital solutions to a host of local and global clientele. Established in 2005, its core team comprises of 150+ IT professionals with expertise and experience in providing web and cloud based solutions, mobile app development, digital marketing services, and corporate branding solutions. The business verticals served by Webguru include eCommerce, real estate, hospitality, education, manufacturing, travel and tourism, transportation, logistics, and many more. Webguru has carved a niche for itself in the above mentioned domains and a name to reckon with among its diverse clientele.



Website  
Design



Explainer  
Video



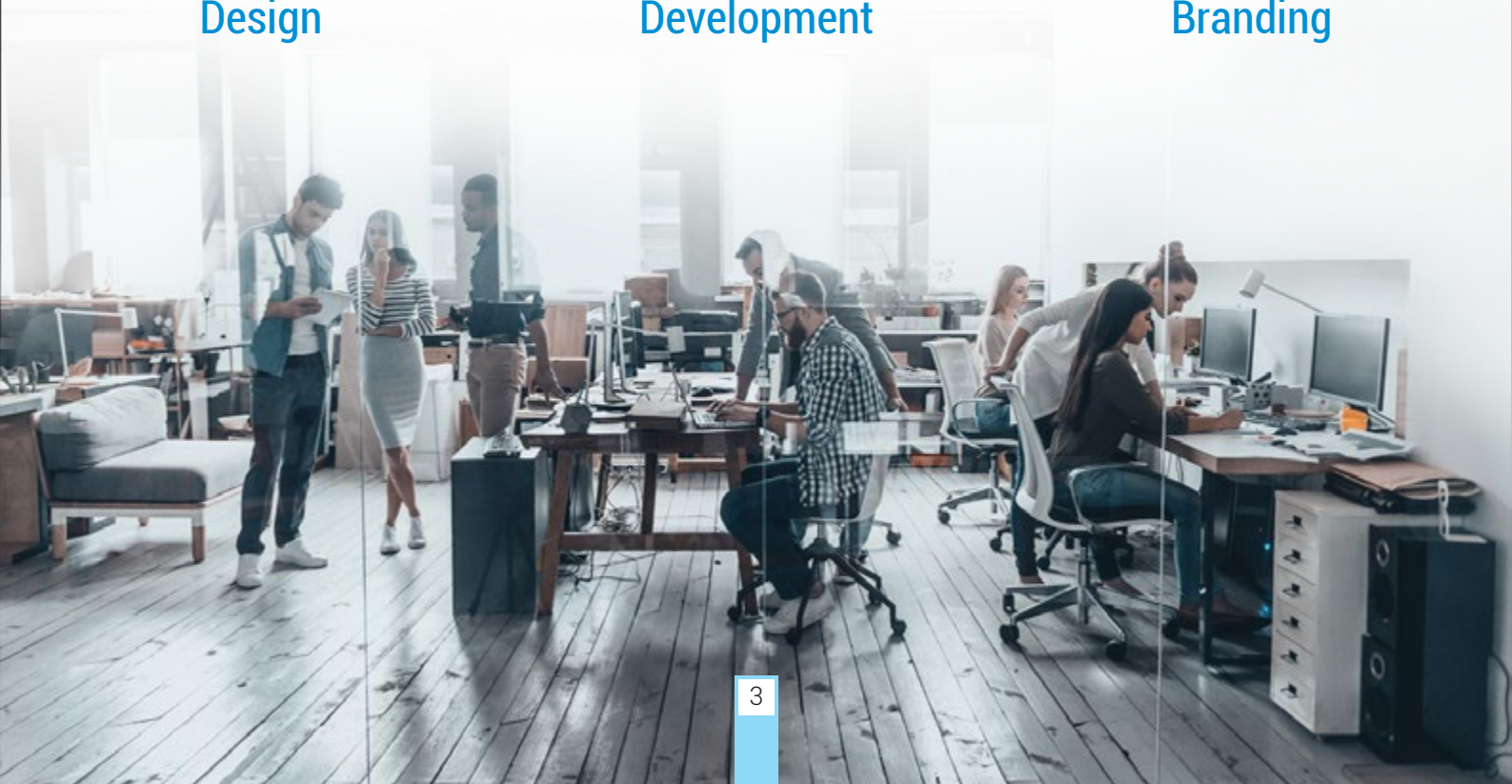
Mobile App  
Development



Digital  
Marketing



Logo &  
Branding





# 5 reasons why you should invest in a new website in 2019



The power of the internet has touched everyone in some way or the other. Its impact on business and commerce has seen customers benefiting immensely on account of convenience, scale, and cost. As technology becomes more powerful and reachable, it is time you considered moving to the digital world. And should you want to go 'digital' in the year 2019, you must consider investing in a new website. A website that is user friendly, mobile responsive, follows the latest trends in web development, and is customized to your business needs. And to build such a website or rebuild an existing one to reflect the changing market dynamics of the day, you can consider engaging a premier website development company. In this article, you will learn why your existing website needs an overhaul to expand your sales funnel and increase conversions.

## The design does not have a great UI/UX

Are the designs and layouts of your website vetted by experts before being made operational? Remember!

An appealing design is the first thing that attracts a user to a site. And the more a user stays on a site the better will be the chances of the website of being ranked favourably by the search engines. Importantly, an inexperienced website designer with the knowledge of a specific domain might not fully understand the requirements to meet the user expectations. It is only a professional website design company that can ensure the web design offers a seamless UI and a rich UX.

## The content is not impressive

Is your existing website not helping your business generate more ROI? If the answer is 'yes', your website may not be communicating the business message effectively. It is crucial for any business to update the content of its website periodically to stay in line with its brand image and be competitive. The content of the website should be made dynamic by adding new features, services, videos etc.

Moreover, it is important the content is written by a professional content writer to make it appear appealing to the user. Remember, an in-house expert can have the details about the business but what finally matters is the presentation of the details in an easy to read format. To achieve the same, it is better to avail professional content writing services.

## To make it mobile responsive

3 If your existing website is not mobile responsive, you are losing out on a significant business potential. Remember! Statistics say that more than 70% of the internet users shop online for goods and services. To draw the attention of these customers, your website must be responsive and function seamlessly across devices including smartphones. It should be noted that users on the move should have a flawless experience while navigating your website to develop interest.

Moreover, thanks to the changed search algorithms of most search engines including Google, a site's ranking is determined on the basis of its mobile responsiveness or the user experience it offers on a mobile device. This is irrespective of the mobile's make, size, platform, operating system, and network. Thus, it is important the mobile responsive website is tested on a number of devices and operating systems to ensure its effectiveness and user friendliness. To ensure your website works seamlessly across all the devices, you may consider availing professional website design services from reputed companies.

## User expectations should resonate with your website

4 Your potential customers may change with the passage of time. If the website is outdated and does not appeal to the new set of customers, it is time to approach a leading website design company for making it market friendly. Importantly, the information on the website should be compelling enough to attract the users. Your current website must cater to the needs of the clients. Hence, the website redesigning exercise should include features like user stories to develop credibility and gain customer assurance.

## There is no video on the website

5 Notably, videos have the power to attract users and make them stay on a website. Hence, the incorporation of attractive videos has become an integral part of the inbound marketing strategy. In fact, industry sources are of the view that the presence of responsive videos leads to a significant increase in website traffic. According to SmallBizTrends, by 2019, videos are expected to drive 80% of all internet traffic

(Ref:<https://smallbiztrends.com/2016/03/video-social-networks.html>). Hence, what you need to do is to post attractive, valuable and entertaining videos on the website. This is where professional explainer video services can be of help to create attractive videos.

## Conclusion

If your website does not appeal to your target audiences, it is time you invest in a new one. By availing professional website development services, your website will have an attractive design to convey a fabulous impression on our clients and customers.

For a complete range of website design services, you may get in touch with the professionals at WebGuru Infosystem today!

# 2 The importance of color theory in website design

The power of the internet has touched everyone in some way or the other. Its impact on business and commerce has seen customers benefiting immensely on account of convenience, scale, and cost. As technology becomes more powerful and reachable, it is time you considered moving to the digital world. And should you want to go 'digital' in the year 2018, you must consider investing in a new website. A website that is user friendly, mobile responsive, follows the latest trends in web development, and is customized to your business needs. And to build such a website or rebuild an existing one to reflect the changing market dynamics of the day, you can consider engaging a premier website development company. In this article, you will learn why your existing website needs an overhaul to expand your sales funnel and increase conversions.

## Understanding colors

There are four primary colors. Red, Yellow, Blue and Green. Red relates to body, yellow to emotions, blue relates to the mind while green relates to the balance between body, mind and emotions.

Let us understand the psychology of the colors mostly used.

### Red

It is the most powerful color and has the longest wavelength. It grabs the first attention. It is strong, energetic, sensual, stimulating and courageous. At the same time, it also symbolizes danger, aggression and demand.

### Blue

Blue is a soothing color and relates to the mind. We react to it mentally. It stimulates transparency and aids in concentration. The positive reflection of blue can be seen in intelligence, trust, promise, efficiency, duty, logic and communication. Negatively, blue symbolizes coldness, unemotional and unfriendly.

### Green

Green requires no adjustment of the eyes. Green is restful. Also, it occurs in the center of spectrum and hence is the color of balance. Positively, it symbolizes harmony, refreshment, rest, environment and peace. Negatively, it represents stagnation, boredom and fatigue.

### Yellow

It is an emotional color. It can be said to be the happiest color. It has a long wavelength and hence it is stimulating. Yellow lifts our spirits, gives us confidence and instills optimism. Too much yellow however, has a reverse effect and confuses the perceiver. The positive effects of yellow are optimism, confidence, friendliness, happiness and self esteem. Negative influences of yellow are fear, depression, anxiety and fragility.

## Orange

It is a secondary color, a combination of red and yellow. Hence, it stimulates both physically and emotionally. It focuses on food and warmth. Too much orange shows lack of seriousness. The positive influences of orange are comfort, security, fun and warmth, while its negative influences are frustration and immaturity.

## White

White is a total reflection. It reflects the entire spectrum. It signifies hygiene, clarity, purity, peace, simplicity and efficiency. Negatively, it signifies coldness, sadness and unfriendliness.

## Grey

This color is said to have no psychological properties of its own. It is a color of hibernation and has a dampening, gloomy effect.

## Black

Black is total absorption. It has considerable psychological implications. It is a color of sophistication and goes very well with white. Black signifies sophistication, glamour, efficiency and substance. It can also be considered as a negative color. It signifies oppression, coldness, selfishness and heaviness.

Now that we understand the psychological properties of most of the standard colors, let us review the factors to consider for the using them appropriately.

### Review the product being sold :



Environmental websites, fresh produces call in for green, bank and corporate websites call for blue, jewelry websites call for sophisticated black, and food related websites call for red or orange. Hence the color chosen should be based on the type of products that are sold. Usually the look and feel of a website is based on the color combination of the logo, but that does not always work out.

### Focus on the audience:



Different age groups correspond to different colors. The colors that work for kids and toddlers will not work for elderly people. Also the colors working for professionals will not attract the trendy teenagers. Hence, color combination of a website should be also based on its target audience.

### Background color:



Keeping a subtle background color keeps focus on the on the page content and boosts the main colors used.

**Black Text:** It's preferable to keep the content text in black as people are used to that. This also depends on the size of the text used. Use best of your analytical mind for the appropriate text shade. The content should standout and invite people to read it. The content should not get lost in the combination of colors used. Example- a dark gray text on light gray background will just absorb the text and people will need to put an extra effort to read them. Black text, white background works best for content related websites.

### Do not over use colors:



The use of colors should be relevant to the products, the audience and the sophistication and clarity aspired for.



# Conclusion

Choosing colors for a website is not about your color preferences. Colors working well individually may not work well in combinations. The correct color combination for a website can be achieved by experimenting with color combinations as well as their individual symbolism. Hence, color is a powerful tool for your website. Just like website, the significance of colors in logos and marketing is equally noteworthy. If colors are properly used, they can accentuate your brand identity. Every color can tell a story.



# 3 Reasons why your business requires website with responsive layouts

Every business requires a website for ensuring its progress and resultant success. But, today it is not just about looking good on the monitor of a desktop computer. Swift progress in the extensive field of Mobile Technology has led several portable devices including Smartphones and Tablets etc. to become the inseparable parts of modern-generation lifestyle. In this fast-paced modern world, people do not wait to go home for going online, since these advanced portable devices can do everything that a computer can do.

It is obvious that the screen resolutions and aspect ratio would vary while using these portable devices. Often, the Tablets and Smartphones fail to showcase the web content in a proper way. This design has appeared as a knight in a shining armor to fix this issue.

Today, Responsive design has reared its head as a very common feature in most website themes and templates. Websites with such design are developed to automatically fit to any screen size, giving the visitors an optimal viewing experience no matter which device they are relying on. Here are a few important reasons to consider making the switch. Have a look-



## Search engine advantages :

Search engine is intended to return results that allow a good user experience. Mobile and Tablet friendly search results always stand out in the overall ranking. Most of the users tend to switch to another site, if they find a poor performance of a website on the mobile devices.

Such designs offer a better user-experience and subsequently, ensure improvement of the search engine optimization. Moreover, the latest update of search engine giant Google says that the mobile friendly websites will have a better chance to rank in the search results.



## Consistent user experience:

This design is flexible and would adapt its layout depending on the size of a user screen. It ensures that your website will always proffer the best possible experience to its viewers. Plus, it does not take too long to load. Thus, it determines a better user experience by enabling the internet users to get their information in no time. In a nutshell, Responsive design is all about providing a consistent and an enriching user experience regardless of whether the users use a Laptop, a Smartphone or a Tablet.



## Increase sales:

User-friendly Responsive websites do a better job in converting visitors into customers. By eradicating all the barriers to your website, this web structure will lead to a quicker intake of the customers. Aside from increasing the sales, it helps analyze a website's overall performance.

Research says that most of the users who visited a mobile-friendly site have a tendency to get back to the same site in future for making a purchase. By providing a unified experience, easy navigation facility and consistent usability, this site always ends up boosting the sales.



## Information is accessible:

Responsive Design has projected to the screen after the content layouts are calculated according to the screen size and resolution of a portable device. Armed with this optimal approach, the web pages are always displayed better as well as faster, with ideal font size. Hence, the device capabilities never become an impediment to the desired information or ideal display.

Responsive design has spread like wildfire in the last couple of years. Today, every blooming business tends to get a leg up on their rivals by switching to responsive website designs. With loads of impeccable functionalities, this web design can really help your business stay ahead of the competition always.

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## 4 Responsive website design and accessibility – are they related?

Websites serve as a viable source of information in today's world. Imagine a world where you visit a website but do not get the information you were looking for. Or perhaps the website failed to load properly, thus leaving you with an even more bitter experience. This is especially applicable in the case of mobile devices as websites are more prone to losing out functionality. However, people do not like to compromise on their web browsing experience, which is why mobile adaptability and responsive features can be a major deal-breaker. A responsive website surely makes it more accessible to visitors but the reverse is not true.

The whole point of a website is to provide some sort of information to the global audience. So if the information is not accessible, it nearly diminishes the whole utility of the website. Incorporating responsive design elements into the website can vastly improve accessibility, while also adding functionality to it. There are numerous elements of responsive website design. Starting from flexible grids to resizable images and CSS media queries, there are numerous tweaks which can be implemented into a website to adapt it to different devices like computers, tablets and smartphones. And all these can contribute to improved accessibility of the website.

## Can responsive design improve accessibility?

To cut long story short, the answer is yes. Responsive design improves the way the website adapts itself to different screen sizes, thus making it a better experience for mobile users as well. Texts, images and other website elements appear as they are supposed to, when you rotate the screen or visit the website from your tablet. This, in general, enables a much better user experience. Correct placement of website elements ensures the user finds exactly what he is looking for.

However implementing responsive design is not the only way to make a website accessible. The usability of a website depends on a variety other parameters. Right from the layout of the website to the content, a lot of factors work together to create a user experience. Choosing the right colors for the website, using appropriate call-to-action buttons and incorporating proper textual content can contribute to better accessibility.

## Why is responsive design important?

About two-third of the global population have access to internet these days and more than 60% of the internet users own a smartphone. In the past few years, there has been an alarming increase in the rate of internet users on smartphones. To keep up with this growing usage, it has become extremely important for businesses to make their websites responsive. This basically prevents their businesses from losing out on the entire populace of smartphone users. A responsive design enables a website to adapt itself to the device it is viewed on – be it a smartphone, tablet or a computer, without hampering its form and functionality. These modern websites make use of flexible grids to ensure the layout does not break when the device is rotated or when it is viewed on a smaller or larger device. The use of resizable images also ensures that they can scale according to the size of the screen without breaking their form.

All these make the responsive design very important if you want to keep up with the modern age of users. This certainly aids in improving the accessibility of a website irrespective of the device it is viewed on, but is not the only factor which makes the website accessible.

## Factors responsible for making a website accessible

As mentioned before, there are several factors in play when considering the accessibility of a website. Choosing the colors is one of the main deciding factors when considering the accessibility of the website. Improper use of colors can have an adverse effect on the visitors, leading to a major drop in customer engagement. It is also wise to bear in mind that a lot of people around the world suffer from color blindness and would find it difficult to keep track of a lot of colors splashed across the website. Additionally, call-to-action buttons should be in line with the rest of the colors on the website. They should be prominent and noticeable. Contextual text also proves to be extremely useful for driving conversions. Instead of writing “Contact Us” or “Click Here”, something like “Let Us Help You” can be much more beneficial. There are several other design related tweaks which could be incorporated into a website to make it more attractive and accessible to the users. Using tabbed indexes, fixed headers, a ‘move to top’ button, proper alt tags, etc. can be a few effective ways to boost accessibility on a website.

A website that does not function properly or sports improper design is not the most accessible. With more and more features getting added to websites every now and then, there is a lot to discover. These days, website designers and developers are trying to blend proper layout, design, features and content with mobile responsiveness to make it extremely fluid and usable. And that should exactly how it should be.



# 5 Top 5 web application frameworks to enhance a website in 2018

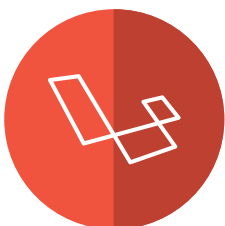
With the growing versatility of the online space, the web app-building process has become even more complex. In today's world, a basic online presence of a brand is not sufficient to reach the maximum number of customers as the latter prefer websites that are navigable, functional and updated according to the latest technological trends. This makes it crucial for the web developers to be acquainted with the latest web application development frameworks to enhance the user experience. However, due to the availability of a wide range of development frameworks, it becomes a tad confusing for the web developers to choose the best one among them.

Here are the leading web app development frameworks for building websites in 2018, which provide the desired output in less time and price :



## Angularjs

It is a famous JavaScript based open source framework that was developed especially for the single-page web applications by using the MVC architectural design. Angularjs is a front-end structure meant for dealing with web pages. Angular 2, the modified version of the same has gained more popularity since its release. Recently, Angular 4 has come into the scene as well, which is superior to the previous version. Hence, Angularjs is worth to be an integral part of the web application development process. Furthermore, businesses will be well served should Angularjs development services are made part of the whole exercise.

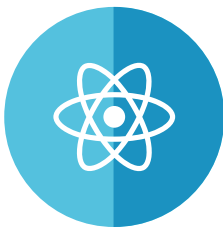


## Laravel

It was developed in the year 2011 and has been going strong till date. Laravel is a back-end web development framework that comes for free. The open source PHP web framework is apt for building cutting-edge web applications by following the model-view-controller (MVC) architectural structure. A standard packaging system with a dependency manager and services for deployment and maintenance, give it an edge over other development frameworks. It comes with everything that are needed by developers to bring about an effective web application development. Laravel developers are hired in large numbers across the world for creating exceptional web apps.



## React.js



It is an open source JavaScript library managed by Facebook with a huge community of developers. The library can be easily transformed to a web development framework, which is widely used in improving the user interface of applications. React.js was mainly built with the aim of developing big applications with data that change with every passing day.

The new version named React Fibre is the outcome of an extensive research done by the React team for two years. It is a continuing application of React.js based algorithm and is highly used by the leading website application development companies. The framework can really make a difference in web application development and makes the React developers the highly sought after ones by companies.



## Node.js

It is not only a framework but an entire domain due to which it has been preferred by many web developers since many years. As Node.js is capable of managing a high number of connections at the same time efficiently, it is used to build extensible and rapid network applications. It is the perfect option for those web developers who want a fully JavaScript setting consisting of all the tools to develop apps. No wonder companies are on a hire node.js developer spree due to the framework's rich features.

## Ruby on Rails (RoR)



It is a popular framework used by the web developers for long. Ruby is a user-friendly programming language and recognized brands like Airbnb, Basecamp and Hulu have built their websites by using the framework. Since 2005, RoR is available for free and operates on the open-source OS platform, Linux. It is very simple to access as compared to other frameworks and speeds up the whole development process. RoR is indeed a valuable framework for the development of web application due to its favorable features.

While choosing a web application framework, brands should not focus on the former's exclusive features alone. The focus should be mainly on the real functionality of a framework and how it has been implemented by a website application development company to fulfill its needs. Business owners must choose the most convenient framework as per their requirements and bring on board proficient web developers to fulfil their business objectives.

# 5 The importance of search functionality in website design

Organizing information is a science in itself. We always rely on finding information resources on the Internet. It seems to have endless information with very sophisticated technologies to access it. The most fundamental way of finding the required information on the Internet is the Search Function.

The simple search box seems to just be a very small component in the website design, but this simple functionality when implemented with great efforts, can enhance the usability of the website extensively. It is a strategy implemented into design to help the users find relevant content. Users can find content by specifying keywords or phrases without navigating through the entire website structure.

The search functionality can be included as a simple form on the web page. It can be an input box followed by a submit button. For more specific searches, there can be a link to a more advanced search form in a different page. However, only including a simple/advanced search form is not enough. It requires to be functional and provide relevant results. A search module, to be effective, should be easily accessible from any page of the website, and be able to find any content that the users is looking for.

Categorized search is a concept used in websites with categorized products. It narrows down results with the use of a sidebar filtering options. This sidebar further filters the generated results.

The design of this simple component should be functionally relevant to the content it is searching for. The input field should be long enough for users to see what they have typed in. A sample text may also be put in the input box by default that disappears when the user types in. Extended functionalities like spell check, auto-correction and auto-suggestions can greatly enhance this module.

The submit or the search button should be relevant to the overall design of the page. Creativity can be applied, but the user's perspective should be kept in mind. The user should be easily able to locate the submit button. This submit button should also be different than any other button in the web page.

The results displayed are of equal importance as its functionality. When a result page is generated, following a few guidelines can engage the user better. Design a result page that is easy to understand. The matching keywords can be made bold and larger in size than the rest of the text. The generated records should be clickable/expandable as per website context. The clicked records can be given a 'visited mark' for the users to know they have already seen the product. The input box needs to be featured on the results page with the specified keywords in there, so that the users are able to change the keywords whenever they want. Last but not the least, the 'No Results' page should be avoided as much as possible. Instead, a page with 'similar' results can be generated.

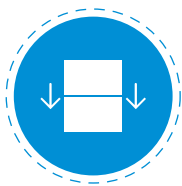
## Conclusion

Several websites now send newsletters based on the user's search history. This is a very effective marketing strategy which provides users with updates on products they are interested in. This implies that a user's search history is recorded and monitored. Youtube.com generates suggested videos based on recent views. A well implemented search function has a great potential for the success of any website. The search feature of google.com is a great example to understand this fact.

# 5 popular website design trends in 2019

Trends, an outcome of constant analysis and heavy research are often the most integral part of the process that takes a company forward. A Website, one of the pillars on which a company stands, is subjected to the ongoing evolution of trends. The Website Design industry has already gone through numerous phases over the course of years and, it should be continuously updated to suit the needs of the time.

Some of the trends listed below will define Website Design in the year 2017 and beyond. They have been in use in the earlier years but have now undergone an upgrade that is expected to contribute greatly to the goodwill of business websites.



## Parallax

Web designers have been using the Parallax technique of scrolling since the early days of 2011. It is still widely used to amplify the user's online interaction and experience while using the website. Parallax designing uses various background images and alters the speed of their movements to create an illusion of depth during web surfing. Though there are a few downsides to having a parallax site, it is inarguably one of the better tools to engage a viewer in the activities of the site. The background or some of the images on the website move at a different pace than the rest of the page, thus making an impressive visual. This animation technique can be used to guide the user on the site and, to evoke their curiosity which makes page visits last longer.



## Accelerated mobile pages

With an increase in the use of mobile devices to access web content, websites are now adopting ways to present users with content that are ultra responsive to their activities. This is where Accelerated Mobile Pages come in as a subset of HTML which uses only certain JavaScript components. It is specifically developed to create reading content and is customised to not cause any deterioration in its performance. Unlike slow loading sites, AMP enabled sites definitely rank higher on search engines due to their advanced mobile friendliness and swift loading capabilities. Additionally, these sites can be distinguished by a thunderbolt sign which appears before the site's name when accessed through the Google Chrome browser on a mobile device. This makes it simpler for mobile users to identify the AMP sites and be rewarded with web content instantaneously.



## Single page application

Single Page Application (SPA), a relatively modern website design technique, is steadily emerging as one of the popular trends in 2017. An increased usage of Javascript frameworks like AngularJS, BackboneJS and others, leads to lesser page refreshes. This, in turn, results in faster loading websites and an optimised viewing experience for the user. SPAs also possess the ability to realign and reconfigure any part of the UI that does not necessarily involve retrieving HTML through a server round-trip.



## Canvas animation

Single Page Application (SPA), a relatively modern website design technique, is steadily emerging as one of the popular trends in 2017. An increased usage of Javascript frameworks like AngularJS, BackboneJS and others, leads to lesser page refreshes. This, in turn, results in faster loading websites and an optimised viewing experience for the user. SPAs also possess the ability to realign and reconfigure any part of the UI that does not necessarily involve retrieving HTML through a server round-trip.



## Ultra minimalism

Though it might be enticing to follow trends blindly and include too many while creating a website, 2017 is the year where a de-cluttered look would seem more appealing. This necessitates wider and longer web pages, large yet sleek font and bigger, more prominent images. To achieve such a look, professional Website Design experts also make use of white spaces and flat colours that lend a classier feel to the website. Hyperlinked texts which act as entry-ways to more information are also carefully incorporated throughout the website instead of populating the pages with an excess amount of content.

This is the age of digital evolution. Web Design Trends will come and go depending on their usability and popularity. One has to study user demands and understand the relevance of any new trend before implementing it on a website. Careful planning, thorough discussions and brainstorming sessions should precede any website design activity. If you need help, you can talk to a professional website design company for further explanation. They will give you a better insight into the latest trends and, help you create a website that amplifies user experience. Consulting these experts will minimise risks and, help you stay ahead of the curve.





## The importance of white space in website design

In terms of website design, whitespace is the space left between graphics, texts, columns, margins and those components that make up a design. It is that space which is intentionally left blank for the better readability of the website. White space does not mean the space should be white. Technically, it can be referred to as empty space or blank space and can be of any color, provided, it does not contain any design element / pattern in it. It generally allows users to organize different elements of design for creating a clean content.

Whitespace is important because it can improve the readability and usability of the website design. Viewing and following through a website needs to be as easy as relaxing. A balanced use of empty space in between design elements along with its sensitive use in the typography can create a sophisticated and elegant look for upscale brands.

These white gaps can be active or passive. When it is used to lead a user from one element to the other it is known as active space, whereas the passive form is the unconsidered space between elements. Passive space creates a breathing room for the eyes. Both these types can be manipulated by the designer.

The usage of white spaces can differ as per the context of the web design. An E-Commerce website will have a different layout as compared to a photography website or a blogging website which is more text oriented. Whatever be the context of the website, whitespaces are important to keep the navigation smooth.

One of the examples we are familiar with is Google. The homepage has abundance of white space with minimal design which naturally focuses our eyes to the center of the page rather than top left where our eyes generally start.

White spaces have a remarkable ability to guide the eyes of the users, break continuity and catch attention. Blocks of continuous contents can be easily managed by slightly changing the color of whitespaces. Too much of it makes the design look empty, too little makes the design a colorful mess. Hence, 'Consistency' and 'Balance' are the most important considerations while using white spaces.

Readable texts need more gaps between letters and headers. Text size is also important in this regard. Too small a text shrinks the whitespace in between and needs eye squinting. Larger text sizes consume more whitespace than required. Instead of using up all the space available and stacking tons of information, designers can use it up for innovative spacing and featuring what is really important. Whitespaces should be used wisely after a good technical understanding of what content is to be shown, how much of it is to be shown and why it is being shown. Therefore, it is advisable to finalize the actual content that would be on the website prior to finalizing the design.

## Conclusion

Whitespaces does not mean just keeping a distance between the elements or components of the design. It should just be enough to create an invisible interdependence of independent elements and sketch out a complete picture as a whole.

# 9 How can the web development trends of 2018 impact businesses?

The trends in web development are known to change a lot faster compared to the speed at which they are implemented. This is why it is necessary for any business to be in a leading position in this game. Technology is evolving constantly and a number of new developments are responsible for influencing the web world. These developments include OpenStack, Progressive Web Apps, Rust, Artificial Intelligence, Cognitive Cloud and much more. There are various web technology platforms that are known to have an impact on web development services. Listed below are the web development trends, which are expected to gain popularity in the year 2018.

## Progressive web applications

The world came to know about the progressive web applications in the year 2015. These applications were considered to be very important for web development. However, in the year 2018, the progressive web applications (PWAs) have become one of the major competitors for all the native mobile applications.

The PWAs are websites that behave like the local mobile applications. Since they can also work offline, they are capable of delivering a great user experience. The users also get the opportunity to save the shortcuts to the websites on the home screen of their mobile phones if they are making use of it frequently. One of the greatest advantages of PWAs is that they have the ability to work without a connection. It is true that this technology is new, but the prospects look extremely promising.

## Online customer support

The chatbots became famous in the year 2016. You might already be aware of the fact that there are a number of bots now. The quality of service provided by these bots is making them one of the popular technologies in the year 2018. It can be predicted that around 85% of all the customer interactions can proceed without any kind of human assistance by the year 2020.

The customer service chatbots have become a common feature on almost all the websites. It does not matter if you are selling crocheted toys, electronics, or the services for software development, it is important that you have chatbots. When you have a bot on your company's website, you can connect with your client in almost any situation.



## Static websites

The initial years of the World Wide Web were famous mostly because of the unique concept of the static website. Thereafter, the dynamic websites started to gain a lot of popularity. The dynamic websites were much more functional and could be easily updated by a person who did not come from a technical background.

However, considering today's scenario, the static websites are an important web development trends of 2018. The static websites have gone through a lot of improvements by the static site generators. These have brought about the combined advantages of static websites and CMS technology. The popular generators like Gatsby, Hexo and GitBook are written in JavaScript. The static websites are faster, cheaper and safer, and capable of satisfying the needs of different kinds of businesses.



## Single page websites

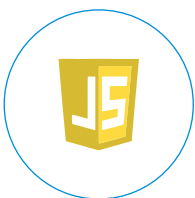
The single page websites are the important web development trends of 2018 that are responsible for influencing the web development process. These websites allow the insertion of all the contents into a single scrollable page by removing the clutters. The single page websites have various advantages such as not challenging the visitors with difficult navigation, text clutter and a multi-level menu. All the essential pieces of information are available on a single page and the only thing the user has to do is to scroll down the page.



## Motion UI

Motion UI is trending and is again responsible for influencing web development. Simplicity has become a trend now. The users are tired of the flashing ads and the crazy GIFs. This is why the websites that have moderate designs are bound to receive more appreciation. Motion UI has gained a lot of popularity and the animations have added sophistication and style to the websites.

There are a number of ways in which your website can be made lively. This includes the header transitions, animated charts, modular scrolling as well as background animations. All these contribute towards making the web presence a lot more enjoyable for all the users.



## Javascript - Angular 2 and Angular 4

JavaScript is one of the best programming languages for all the web applications. The release of Angular 2 has been highly appreciated for facilitating the process of modern day web development. Angular 2 is simpler and faster in comparison to its predecessor. It also follows the mobile approach, which is necessary for 2018 and beyond as customers are increasingly using mobile devices to access the internet services. Its higher version, Angular 4, on the other hand, appeared in the year 2017. It consumes even lesser space and has helped in reducing the size of the code.

## Conclusion

All the new web technologies have influenced web development in a variety of ways. It is true that a website is extremely important for a company as it can help to attract new customers, satisfy the existing ones and encourage the previous ones to come back. Thus, while creating or redesigning a website, the above web development trends of 2018 should be kept in mind. So, are you looking forward to develop a website by using the latest web technologies? Contact Us today!

# 10

## Choosing a content management system – 7 steps to follow

Content Management Systems today are more than just content publishers. They manage your workflow by conceiving, editing and publishing content, helping developers and designers customize the functionality and look of websites. Evaluating CMS can be tough because there are several of them to choose from. This article gives you 7 characteristics of a good CMS. The following points will help you decide what CMS is right for you.

1

### Intuitiveness

The Graphical User Interface (GUI) of your CMS should be devoid of complicated options and be easy to understand and administer. A good CMS interface will allow creating and managing your content quickly and efficiently.

When choosing a CMS, take a look at it from the user's perspective. Is somebody who is not tech-savvy able to use the content management system? The purpose of a CMS is to empower its users. Without them being able to use it, there is little point in having one at all.

3

### Extensibility

Plugins or modules enhance your site's usability. Check if your CMS allows you to incorporate helpful site features by extending default configuration with plugins.

In case you need to write your own extensions, choose a CMS with a good API (Application Programming Interface). Ideally, the CMS you are considering should already have a commendable list of plugins, even if you don't need them right away.

2

### Ease of Customization

You should not have to be obligated to use a CMS design template. A good CMS solution will allow you to customize your own design without too much hassle. A CMS which forces you to use an unalterable design template strips you of creativity and makes your website design look like everybody else's.

WordPress, Joomla and Expression Engine are popular CMS solutions that offer customizations on templates.

4

### Non-tech Friendly

If you prefer a more design-oriented CMS, ensure you select one which does not require extensive programming knowledge to publish or maintain content. CMS's with WYSIWYG editors allows you to edit content without the need for code. A WYSIWYG editor is easier and takes less time than HTML editors.

However, if you have a complex site, you may require CMS that will let you edit .php, .css, or .html files without third-party code editors.

5

## Optimized for Performance and Speed

How fast your pages load and makes a connection to the server is important. A bulky CMS will increase your load time and drive customers away.

YSlow is a simply and free tool which allows you to evaluate your CMS's page response time. Install it and check how fast your web pages load.

6

## Security

Always select a CMS that allows you to install specific plugins or modules to increase your site's security and protect your content.

There are CMS's which help you edit files/permissions through plugins installation to increase security levels. You can also choose CMS's which allow assigning of different user-name and password to different users.

7

## Documentation

A CMS with good documentation works like a dream. A CMS community also helps tremendously by allowing users to interact among themselves, discuss issues and ideas.

A CMS that has been developed under best web standards and practices will ultimately benefit your site in the long run, helping you to achieve clean codes, cross-browser compatibility, ease of maintenance, and much more.



# The checklist to follow before your website goes live?

Are you building a new website or redesigning an earlier one to represent your brand and business in the online world? Remember, the entire exercise can spring surprises in the form of glitches or loose ends, which, if not addressed in time, can leave a negative impact on the user experience of your site. To ensure the success of your website in terms of its functionality, performance, usability, and security among others, it should undergo rigorous testing before its launch. Importantly, the testing process helps in optimizing your site for search engine rankings as well – an important criterion to enable your site to generate leads and drive conversions.

*"Quality means doing it right even when no one is looking." – Henry Ford*

The checkpoints a web developer should follow before making a site live are mentioned below.

## 1 Image Optimization :

Although images help to draw the attention of users and make the site attractive, they can reduce the loading speed of the site as well. Since Google has made the loading speed of a site a determining factor in deciding its search rankings especially on a mobile (Ref.:<https://webmasters.googleblog.com/2018/01/using-page-speed-in-mobile-search.html>), the heavy images can cause your site to lose ranking and customer traffic. To prevent this scenario, ensure the images are suitably compressed and properly described by Alt Texts. The latter can help search engines to properly index the images.

## 2 Titles and Meta description:

A webpage is described by its title at the very top. It is important for both the search engines and users to understand the type of content present in the page. Make sure to include a unique title to describe each and every webpage. Since a meta description is displayed by the search engine to describe the content of a webpage, it should be written properly. Furthermore, check for the presence of duplicate title tags or meta descriptions, for these can impact the site's search rankings.

### **3 Browser Independent:**

Your website should work seamlessly across browsers and not just on any specific one. In order to achieve that make sure the web pages of your site are checked for compatibility on the latest version of all popular browsers such as, Chrome, FireFox, Internet Explorer, Safari, Opera et al.

### **5 Check for functionality:**

Test the various functionalities of your website to check if they bring out the desired outcomes. For example, an informational website should display the contact form and be able to take relevant inputs. Again, for an eCommerce website, the payment gateways and shopping carts should be tested for their seamless functioning. Lastly, for websites that require user authentication, the Sign Up/Login section should be checked for glitches.

### **7 Secured website with an SSL certificate:**

An SSL certificate can boost the confidence of users visiting your site, for it confirms the encryption of data that are present in your site. This is more so in the case of eCommerce websites that keep sensitive customer information like debit/credit card details. The presence of an SSL certificate helps in boosting the search ranking of your website given its importance in Google's search algorithm.

### **9 Review the site for copyright issues:**

Ensure the text or images present in your site do not attract any copyright infringement issue. The text should be duly checked by using online plagiarism checker programs. Similarly, the images used in your site should be acquired either from online image selling stores or developed in-house to ensure a greater credibility and preempt any charge of plagiarism.

### **4 Links:**

Ensure the links present on your site work flawlessly and take you to the desired page or site. Check if the URLs of the external websites lead to the desired sites instead of an error page. Also, test if the logo of your brand contains a link to your homepage. It is important that the links are properly highlighted for the users to differentiate them from texts.

### **6 Mobile Responsiveness:**

A mobile friendly site is not only important from the SEO perspective but helps in garnering customer traffic as well. So, as a part of the checklist, ensure your website is optimized for mobile viewing across mobile platforms – iOS, Android or Windows as well as for various screen resolutions.

### **8 HTML Sitemap :**

The HTML sitemap contains the URLs that are part of the structure of your website. The sitemap should be configured properly to ensure it helps the search crawler programs to find the structure of your website easily. This facilitates a better indexing of your site.

### **10 404 Error Handling Page:**

Your website should be able to direct all mistyped URLs to a 404 error handling page. This page is important from SEO perspective. Also, you may redirect the user from the 404 error handling page to the home page of your website and preempt losing a prospective customer.

## **Conclusion**

The launch of your website is a serious business that can help your enterprise in garnering customer traffic and achieve ROI in the long run. It should be thoroughly tested before the launch to identify and eliminate glitches. The checklist is extremely important to ensure the functionality, performance, and usability of your site.

# 12 How important is page optimization to meet google ranking?

The breakneck speed at which digital transformation has been embraced by business enterprises and other entities at the global level is only to be marvelled at. This has come about owing to factors such as changing business dynamics and customer preferences, the advent of advanced technologies, new web design trends, and a faster internet bandwidth. With IT enabled products and services playing an important role in improving the quality of lives of people, customers are increasingly gravitating to the online world.

The rising thrust of customers towards accessing information, products and services on the internet through various device platforms has challenged businesses. The challenge is mainly to increase the delivery speed and quality of their products and services. Moreover, since the digital world has seen the presence of multiple vendors, customers are spoilt for choice. They have scant regard for the legacy or brand equity of a business should they find the latter struggling with the delivery speed and quality of its products/services.

*"You have got to start with the customer experience and work backwards to the technology," – Steve Job*

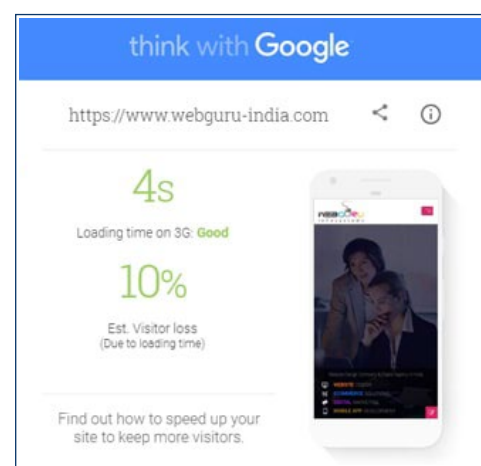
## Page load speed and search ranking

Since a website represents the online address of a business, it should be easily accessible to the users across devices especially smartphones. This is due to the fact that smartphones have become the 'go to device' for users worldwide. This has been amply proven by statistics, according to which mobile users have garnered around 51.2% of the online traffic in 2018 (Source: Statistica.) Even Google has acknowledged this development by changing its search ranking algorithm. According to Google, the page load speed of a responsive website has become a determining factor in its ranking (Ref: <https://webmasters.googleblog.com/2018/01/using-page-speed-in-mobile-search.html>) In other words, if the loading speed of a webpage on a mobile device is good, it impacts the site's ranking positively.

## Post site optimization speed of Webguru portal

By understanding the importance of page loading speed in Google ranking, the website of Webguru had been optimized. The optimization exercise had the below mentioned objectives as well.

- Enhancing the site's loading speed across device platforms
- Making the site SEO friendly
- Making the site compatible with the latest web design trends
- The optimization exercise finally bore fruit with the site's loading speed showing a remarkable speed of 4 seconds on a 3G network



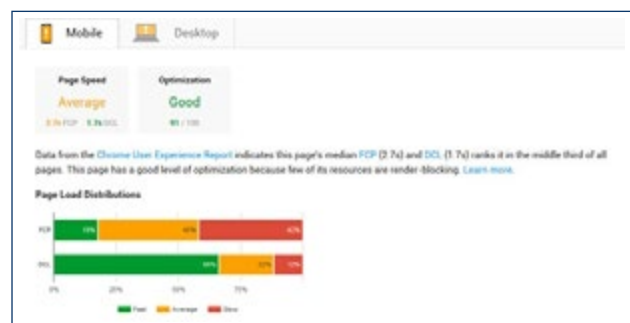
## Chrome user experience (pre optimization)

The user experience of a site influences its credibility and ranking as evident from the Chrome user experience report. The report shows parameters such as the First Contentful Paint (FCP) and DOM Content Loaded (DCL). In the pre optimization days of the Webguru portal, this report showed the site to be below par with low FCP and DCL figures. In the report's graphical representation, the Webguru site was mostly shown in shades of orange and red (read a below par user experience.)



## Chrome user experience (post optimization)

The Webguru portal showed a marked improvement on both mobile and desktop platforms post optimization. Consequently, the green shades grew longer signifying the enhanced user experience of the site. However, this development did not happen in a huff but was the outcome of a painstaking effort by Webguru's talented team of developers and designers.



## Conclusion

To know more about the series of steps – routine as well as innovative that you should implement for optimizing the page speed of your website and meet the latest Google update, read our blog in the DZone magazine. The optimization exercise mentioned in the blog will help in increasing the loading speed of your website across devices. Importantly, by considering the page loading speed as a determining factor in ranking a website, Google has further challenged businesses to increase the loading speed of their sites to enhance the user experience.

# Our Services



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Applications



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## TECHNOLOGIES

- Magento
- OpenCart
- WordPress
- WooCommerce
- Drupal
- Shopify
- Joomla
- iOS
- Android
- Adobe PhoneGap
- Ionic
- jQuery
- React
- Node.js
- Swift
- CodeIgniter
- Laravel
- PostgreSQL
- AngularJS
- MongoDB
- MySQL
- HTML5
- Bootstrap



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